

Certification: Minutes approved at the January 22, 2005 HPAC Meeting, Sheraton Crescent Hotel, Phoenix, Arizona. Motion by Margaret Bohannon, second by Brian Pinney, approved as presented by unanimous vote.

**Heritage Fund Public Advisory Committee Meeting**  
Meeting Minutes  
January 17, 2004  
Sheraton Crescent Hotel  
Phoenix, Arizona

**Committee Members:**

Joe Carter, Safford (Chairman) - Present  
Greg Butler, Show Low - Present  
Blaine Bickford, Springerville - Present  
Frank Ronco, Jr., Flagstaff - Present  
Maggie Sacher, Marble Canyon - Present  
Jim Jett, Kingman - Present  
Annette Morgan, Peach Springs - Present  
Roberta McDermott, Yuma - Present

Valerie Morrill, Yuma - Present  
Cindy Cartwright, Bisbee - Present  
Dennis Ward, Willcox - Absent  
Phil Smith, Mesa - Absent  
Jerry Nelson, Scottsdale - Present  
Diane Drobka, Safford - Absent  
Brian Pinney, Chandler - Present  
Margaret Bohannon, Scottsdale - Present

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1. **Call to Order and Opening Remarks:** Commissioner Joe Carter, Chairman called the meeting to order at 8:30 a.m.
    - a. Chairman Carter and the Committee commented on Commission, Department, and Committee accomplishments of 2003, and noted that this will be his last meeting as Chairman since his term on the Commission is ending.
    - b. Chairman Carter commented on federal and state legislation and issues affecting the Heritage Fund. The recently drafted State Senate bill, SCR1014 is of concern in that if carried forward will eliminate the current transfer formula affecting the Heritage Fund; the bill would authorize the transfer of all revenue to the general fund, which would be annually appropriated by the Legislature.
    - c. The Chairman distributed a memo regarding the selected Committee members for this year's Grant Prioritization Process scoring committees. The following members were selected for the five scoring committees: Maggie Sacher for Environmental Education; Blaine Bickford for Schoolyard Habitat; Jim Jett for Public Access; Margaret Bohannon for IIAPM; and Jerry Nelson for Urban Wildlife. (Selected scoring committee participants were asked to meet with Richard Maze, Heritage Fund Administrator following the meeting for materials and instructions.)
  2. **Introductions**
    - a. **Committee Members:** Chairman Carter asked Committee members to introduce themselves.
    - b. **Department Representatives:** Steve Ferrell, Deputy Director introduced Department members present.
  3. **Approval of Minutes from August 23, 2003:** Upon motion by Jim Jett, second by Brian Pinney the minutes were unanimously approved.
  4. **Call to the Public:** No one requested to be heard.
  5. **Committee business:**

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- a. **Future Meetings.** A list of suggested meeting and field event locales for the spring and fall HPAC meetings was distributed to the Committee. The Chairman opened discussion and called for motion on time and place for the late spring and early fall meetings. Upon motion by Blaine Bickford, second by Roberta McDermott, the Committee approves holding the spring meeting at Vermilion Cliffs, on May 21 and 22, 2004. Motion passed unanimously. Upon motion by Annette Morgan, second by Jim Jett, the Committee approves a site visit to the Aubrey Valley black-footed ferret reintroduction site on September 10 and holding the fall meeting at Kingman on September 11, 2004. Motion passed by majority vote.
  - b. **Future Agenda Items.** The Chairman opened discussion on agenda topics. The following agenda topics were raised by the Committee: May agenda to include 1) legislative update on annual Federal appropriations and issues affecting the Heritage Fund, 2) update on Department planning and management involving eligible sensitive species (Mexican wolf reintroduction, both Apache and Gila trout recovery, and status of peregrine falcons in Arizona), and 3) a progress report on acquisitions and the Land Protection and Evaluation Process. September agenda to include 1) update on the Lower Colorado River salvinia eradication, 2) report on black-footed ferret recovery and reintroduction sites, 3) report on conservation management of the peregrine falcon, and 4) presentation on the BLM management of the new national monuments in Arizona. Upon motion by Roberta McDermott, second by Greg Butler, the Committee approves the agenda topics for the May and September meetings.
6. **Presenter:** Marty Macurak, Information and Education Assistant Director, and Bob Miles, Information Branch Chief, presented concepts, techniques and strategies used for communicating with publics and decision-makers. The approaches needed for reaching publics affecting the Heritage Fund were emphasized, such as incorporating simplified, "user-friendly" language based on the theme "Heritage equals wildlife recreation". The Committee discussed tools, techniques, strategies, and Department support for member participation in informing key publics at the state and local levels. Both short-term and long-term strategies and approaches were discussed: A proactive outreach approach is needed to target decision-makers, and that the Department has information that could be used for this purpose. These items include Committee member contact information, roster of the Arizona legislature and web addresses for obtaining current legislative information, list of Heritage grants awarded, survey report on wildlife recreation economic impact to counties, and contact information of the Department's Legislative Liaison. Members should communicate with the Legislative Liaison for updates on issues and actions affecting the Heritage Fund and for support and coordination. The Department's Phoenix and regional education and information staff can also be a resource for information about the Heritage Fund Program.

The Committee then discussed tasks that members should undertake. Committee members should attend various local Heritage-related public events, including fairs, Heritage project dedications and "big check" payment events, watchable-wildlife festivals, and other public events affecting wildlife conservation management. Members should coordinate with Department regional staff (e.g., I&E personnel) for planning strategies and participation or attendance in local involvement, e.g., city and county public meetings, PTA, and the like. Due to strong competition for funding

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conservation efforts, Committee members should mutually coordinate among various agencies and organizations to maximize benefit, particularly with respect to Arizona State Parks. The overall economic benefits should be emphasized because this is the more relevant focus of most publics and better understood than wildlife conservation. The members discussed the issue of staff turnover among politically active publics and government agencies and concluded that there is a need to revisit these publics on continuous basis to reeducate and inform them of merits and benefits of the Heritage Fund. The Chairman called for a listing of the points discussed and called for Committee consideration on member participation regarding conducting outreach tasks.

Valerie Morrill inquired if the Heritage Fund Program logo could appear on Lottery tickets of the specific games that are revenue sources for the Heritage Fund. The Chairman acknowledged that Department Heritage publications and other items distributed to the public have the Arizona Game and Fish Heritage Fund logo displayed on the items.

**7. Open Committee discussion**

The Chairman referenced the foregoing Committee discussion on member participation in outreach efforts for promoting the Heritage Fund Program and called for Committee consideration.

- a. Committee recommendation on notifying members of Heritage-related events and activities: Upon motion by Jim Jett, second by Blaine Bickford, the Committee recommends that the Department notify Committee members of Heritage-related events that provide an opportunity for members to attend and play a proactive outreach role at the state and local level. Motion passed unanimously.
- b. Committee request for information on materials: Upon motion by Maggie Sacher, second by Valerie Morrill, the Committee recommends 1) that the Department provide to members contact information of each Committee member and the Department's Legislative Liaison; web addresses to the Department's Heritage web site and the Arizona legislature roster and web site for legislative status reporting; survey report on wildlife recreation economic impact to counties; and Heritage grants awarded broken out by legislative district; and 2) that the Committee members report back to Legislative Liaison on progress and outcome of respective outreach activities. Motion passed unanimously.

The Chairman concluded open discussion with closing remarks on his term of service as Committee Chairman and the Committee's accomplishments, progress, and goals. The Committee expressed great appreciation for his chairmanship and asked that he attend the forthcoming Committee meeting in May.

**8. Adjournment:** Committee adjourned at 11:15 a.m.